PM-USA WEEKLY GOING RATE REVIEW (MILLIONS)

6/22/89

BRAND	1989	1988	1987*	VOL. DIFF 89 VS. 88	% CHANGE 89 VS. 88	VOL. DIFF 88 VS. 87	% CHANGE 88 VS. 87	VOL. DIFF 89 VS. 87	% CHANGE 89 VS. 87
MARLBORO:	2634.4	2666.7	2630.0	-32.3	-1.2%	36.7	1.4%	4.4	0.2%
NM	2583.7	2617.1	2604.1	-33.4	-1.3%	13	0.5%	-20.4	-0.8%
MEN	50.7	49.6	25.9	1.1	2.2%	23.7	91.5%	24.8	95.7%
BH	388.2	423.8	455.9	-35.6	-8.4%	-32.1	-7.0%	-67.7	-14.8%
MERIT	390.3	414.8	439.6	-24.5	-5.9%	-24.8	-5.6%	-49.3	-11.2%
V.SLIMS*	306.9	327.4	325.1	-20.5	-6.3%	2.3	0.7%	-18.2	-5.6%
PARL	89.3	94.4	99.0	-5.1	-5.4%	-4.6	-4.6%	-9.7	-9.8%
PLAYERS	25.9	35.9	46.5	-10.0	-27.8%	-10.6	-22.8%	-20.6	-44.2%
PLAYERS(25)	18.8	26.2	33.7	-7.4	-28.2%	-7.5	-22.3%	-14.9	-44.2%
CAMB	222.5	189.9	123.2	32.6	17.2%	66.7	54.1%	99.3	80.6%
SARATOGA	21.3	24.6	27.4	-3.3	-13.5%	-2.8	-10.2%	-6.1	-22.4%
ALPINE	52.2	0.0	0.0	52.2	N/A	0	N/A	52.2	N/A
FVB	32.1	26.2	17.7	5.9	22.6%	8.5	48.0%	14.4	81.5%
OTHERS	17.1	18.8	19.5	-1.7	-9.0%	-0.7	-3.6%	-2.4	-12.3%
TOTAL PM-USA	4180.3	4222.6	4184.0	-42.3	-1.0%	38.6	0.9%	-3.7	-0.1%

FULL MARGIN	3854.7	3980.3	4009.5	-125.6	-3.2%	-29.2	-0.7%	-154.8	-3.9%
PRICE VALUE	325.6	242.4	174.5	83.2	34.3%	67.9	38.9%	151.1	86.6%
TOTAL PM-USA	4180.3	4222.6	4184.0	-42.3	-1.0%	38.6	0.9%	-3.7	-0.1%

* WITHOUT V.SLIMS ULTRA LIGHTS(NATIONAL)

ALL RATES CALENDAR ADJUSTED

BASE RATE OBSERVATION PERIOD:

1987: 3/31-8/28

1988: 4/01-8/26

1989: 3/31-8/11

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Source: https://www.industrydocuments.ucsf.edu/docs/ptfj0004